

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims regarding the present application. In reading this, text added by the amendment is underlined, and canceled text appears in ~~striketrough~~ or in ~~[[double brackets]]~~.

1. (Currently amended) A method of marketing ~~a marketable entity selected from a group consisting of goods and services, the method comprising the steps of:~~
 - ~~[[a.]] creating a digital data base controlled by a Provider;~~
 - ~~[[b.]] a.~~ offering a ~~potential~~ reward to a first party in exchange for ~~promotional assistance~~ a recommendation of the first party a marketable entity, the promotional assistance recommendation comprising assistance in a forwarding of a first e-mail message to a second party, the first e-mail message comprising a personalized referral for the marketable entity[[,]] and a first set of data, the first set of data comprising a first serial number and a first URL link to a first Web site having an offer to transact for the marketable entity;
 - ~~—— c. —— creating a first Web site corresponding to the first URL link, the first Web site providing information on the referenced marketable entity and an offer to transact for the referenced marketable entity;~~
 - ~~b.~~ ~~[[d.]]~~ correlating the first set of data in the first e-mail message to ~~a first set of database data within [[the]] a database, including data within the database relating to the potential reward offered to the first party in exchange for promotional assistance~~ the data within the database comprising data relating to the reward offered to the first party; [[and]]
 - ~~c.~~ updating the database with an e-mail address of a second party provided by the first party; and
 - ~~[[e.]] d.~~ forwarding the first e-mail message to the e-mail address of [[a]] the second party[[.]],

.21 wherein the marketable entity is selected from a group consisting of goods and services.

1 2. (Currently amended) The method of claim 1 ~~according to a Wholly Data Base process,~~
2 ~~the step of forwarding the first e-mail message to the second party being preceded by the~~
3 ~~steps of:~~

4 ~~a. forwarding an e-mail address of the second party by the first party to the data base~~
5 ~~of the Provider; and~~

6 ~~b. updating the data base according to the e-mail address of the second party;~~

7 wherein the step of ~~e-mailing the second party~~ forwarding the first e-mail message is performed
8 by an automatic e-mail forwarding program associated with the ~~data base~~ database.

1 3. (Currently amended) The method according to claim ~~[[2]]~~ 1 wherein the step of
2 ~~forwarding an e-mail address of the second party to the data base of the Provider~~ updating
3 ~~the database with an e-mail address of the second party~~ is performed through an e-mail
4 field accessed by the first party through a Web browser.

1 4. (Currently amended) The method according to claim ~~[[2]]~~ 1 ~~wherein the step of~~
2 ~~forwarding an e-mail address of the second party to the data base of the Provider~~ further
3 comprises comprising the step of updating the database with an e-mail address of a third
4 party provided by at least one of the first party and the second party ~~forwarding an e-mail~~
5 ~~address of a third party to the data base of the Provider.~~

5. (Canceled)

1 6. (Currently amended) The method according to claim ~~[[5]]~~ 1 wherein the first e-mail

2 message ~~is configured to comprises~~ comprise a token in the form of a first icon, and the
3 ~~step of updating digital data method further~~ comprises the steps of:

- 4 a. submitting the token to a field within the first Web site; and
5 b. retrieving a new token from the first Web site, the new token defined according to
6 updated data within the database.

1 7. (Currently amended) The method according to claim ~~[[6]]~~ 1 wherein the step of updating
2 the database ~~digital data further~~ comprises the steps of:

- 3 a. generating a second serial number; and
4 b. updating the ~~data base~~ database to authenticate the second serial number.

1 8. (Currently amended) The method according to claim 1 ~~according to an Instant~~
2 ~~Forwarding With Tracking process~~ wherein the step of forwarding the first e-mail
3 message to the second party comprises the steps of:

- 4 a. forwarding the first e-mail message from the first party to the second party; and
5 b. forwarding an authenticating e-mail message from the first party to a provider of
6 the first Web site ~~the Provider~~, the authenticating e-mail message comprising a
7 first serial number and ~~an identifier~~ the e-mail address of the second party, the
8 authenticating e-mail message thereby enabling the second party to access the first
9 Web site and transact for the marketable entity, ~~and~~
10 ~~c. adding the identifier of the second party to the data base.~~

1 9. (Currently amended) The method according to claim 8 wherein the ~~[[steps]]~~ step of
2 forwarding the first e-mail message to the second party and the step of forwarding the
3 authenticating e-mail message to the ~~Provider~~ provider are performed as the result of a

4 single mail command initiated by the first party.

1 10. (Currently amended) The method according to claim 9 further comprising ~~wherein the~~
2 ~~step of forwarding the authenticating message is preceded by the step of entering an e-~~
3 mail address of the ~~Provider~~ provider into a field.

11. (Canceled)

1 12. (Currently amended) The method according to claim ~~[[8]]~~ 10 wherein the first serial
2 number comprises ~~a unique~~ the e-mail address of the ~~Provider~~ provider.

1 13. (Currently amended) The method according to claim 1 wherein the step of offering a
2 ~~potential~~ reward to the first party is performed through a medium selected from a group
3 consisting of e-mail, Web site communication, FAX, pager, telephony, postal mail and
4 hand delivery.

14. (Canceled)

1 15. (Currently amended) The method according to claim 1 wherein ~~the first URL link is~~
2 ~~comprised of the first serial number, such that the first URL link is~~ comprises a unique
3 URL address associated with a ~~uniquely defined~~ privilege of Web access intended for a
4 specific party.

1 16. (Currently amended) The method according to claim 1 wherein the first URL link is a
2 general URL link to the first Web site, and wherein access to the first Web site is secured

3 by presentation of the first serial number ~~a serial number distinct from the first URL link.~~

1 17. (Currently amended) The method according to claim 1 wherein the first URL link is
2 accessible through a token in the form of a first icon visible in the first e-mail message.

1 18. (Currently amended) The method according to claim ~~[[15]]~~ 17 wherein the first e-mail
2 message further comprises a second icon for accessing a second URL link, wherein the
3 first URL link is addressed to access information about the marketable entity and the
4 second URL link is addressed to access information about a rewards referral program.

1 19. (Currently amended) The method according to claim 1 further comprising the steps of:
2 a. accessing the first Web site by the second party according to the first URL link of
3 ~~embedded in~~ the first e-mail message;
4 b. transacting for the marketable entity by the second party; and
5 c. crediting the first party with ~~[[a]]~~ the reward.

1 20. (Currently amended) The method according to claim ~~[[17]]~~ 19 wherein the step of
2 transacting for the marketable entity is performed online through the first ~~[[a]]~~ Web site.

1 21. (Currently amended) The method according to claim ~~[[18]]~~ 19 further comprising the
2 steps of:
3 a. establishing ~~creating~~ a credit account for the first party within the database ~~data~~
4 ~~base~~; and
5 b. recording to the credit account the reward credited to the first party.

22. (Canceled)

1 23. (Currently amended) The method according to claim ~~[[20]]~~ 19 wherein the step of
2 ~~rewarding the first party~~ crediting the first party with the reward further comprises the
3 steps of:

- 4 a. waiting a predetermined ~~minimum~~ time; and
5 b. electronically transferring ~~the~~ a monetary reward into a reward target selected
6 from a group consisting of a bank account, checking account, creditor, savings
7 account, IRA, money market fund, and charity.

24. (Canceled)

25. (Canceled)

26. (Canceled)

1 27. (Currently amended) The method according to claim 1 further comprising the step of
2 offering a ~~potential~~ reward to the second party in exchange for a referral for the
3 marketable entity promotional assistance.

1 28. (Currently amended) The method according to claim ~~[[25]]~~ 27 wherein the offer of
2 rewards to the first party and the second party in exchange for ~~promotional assistance~~
3 recommendations is metered according to ~~a Limited Pyramid Metering~~ an algorithm,
4 wherein the first party is granted a privilege of forwarding a greater number of e-mail
5 messages than the second party, each of the e-mail messages comprising a personalized

6 referral for the marketable entity and a set of data, the set of data comprising a serial
7 number and a URL link to a Web site having an offer to transact for the marketable
8 entity.

1 29. (Currently amended) The method according to claim ~~[[25]]~~ 27 further comprising a step
2 of forwarding a second e-mail message comprising a referral for the marketable entity
3 from the second party to a third party.

1 30. (Currently amended) The method according to claim ~~[[27]]~~ 29 further comprising the
2 steps of:
3 a. creating a referral lineage within the ~~data base~~ database; and
4 b. storing identifiers of referring parties within the referral lineage, wherein the
5 referring parties provide a personalized recommendation for the marketable entity
6 to other parties.

31. (Canceled)

32. (Canceled)

33. (Canceled)

1 34. (Currently amended) The method according to claim 30 further comprising the steps of:
2 a. accessing ~~[[a]]~~ the first Web site according to the first URL link ~~imbedded in~~ of
3 the first e-mail message;
4 b. transacting for the marketable entity recommended in the first e-mail message;

5 and

- 6 c. rewarding select referring parties ~~with a reward~~ according to an ~~the first rewards~~
7 limiting algorithm.

1 35. (Currently amended) The method according to claim 30 further comprising the steps of:

- 2 a. analyzing data ~~[[in]]~~ within the database ~~data base~~; and
3 b. modifying a referral rewards program.

1 36. (Currently amended) The method according to claim ~~[[32]]~~ 35 ~~wherein the step of~~
2 ~~analyzing data in the data base is preceded by~~ further comprising the step of storing
3 ~~referral reward data relating to the reward and transaction~~ transaction for the marketable
4 entity in the database ~~data base~~.

37. (Canceled)

38. (Canceled)

39. (Canceled)

1 40. (Currently amended) The method according to claim 1 further comprising the step of
2 securing the database, such that the database is accessible to authorized personnel only.

1 41. (Currently amended) The method according to claim ~~[[37]]~~ 1 further comprising the
2 steps of:

- 3 a. issuing a unique access code to ~~[[each]]~~ a vendor whose ~~goods or services~~

4 marketable entity ~~[[are]]~~ is represented within the database ~~data base~~; and

5 b. granting the vendor ~~vendors~~ limited access to the database ~~data base~~.

42. (Canceled)

1 43. (Currently amended) The method according to claim ~~[[28]]~~ 30 further comprising the
2 steps of:

3 a. attempting to access the first Web site by an entreating party; and

4 b. evaluating an access privilege ~~authorization~~ of the entreating party to access the
5 first Web site.

1 44. (Currently amended) The method according to claim ~~[[40]]~~ 43 further comprising the
2 steps of:

3 a. determining that the entreating party lacks ~~authorization~~ the access privilege for
4 access to the first Web site; and

5 b. denying the entreating party access to the first Web site; ~~and~~

6 ~~c. displaying a message to the unauthorized visitor.~~

1 45. (Currently amended) The method according to claim ~~[[41]]~~ 42 wherein the step of
2 evaluating an access privilege ~~authorization~~ comprises the step of examining data
3 selected from a group consisting of the referral lineage within the ~~data table~~ database and
4 an identifier of the entreating party ~~a visitor to the Web site~~.

1 46. (Currently amended) A method of marketing ~~a marketable entity selected from a group~~
2 ~~consisting of goods and services~~ comprising the steps of:

- 3 a. transacting for a first marketable entity by a first party;
- 4 b. offering a reward to [[a]] the first party to assist in recommending in exchange for
- 5 a recommendation of a second marketable entity substantially similar to the first
- 6 marketable entity to a second party wherein the recommendation results in a
- 7 transaction; and
- 8 c. forwarding an e-mail to a second party, the e-mail comprising [[a]] the
- 9 recommendation for the second marketable entity by the first party, an e-mail
- 10 address of the first party, and a URL link to a Web site having an offer to transact
- 11 for the second marketable entity,
- 12 wherein the first marketable entity and the second marketable entity are selected from a group
- 13 consisting of goods and services.

1 47. (Currently amended) The method according to claim [[43]] 46 wherein the

2 recommendation comprises a discount for the second marketable entity.

1 48. (Currently amended) The method according to claim [[43]] 46 further comprising the

2 steps of:

- 3 a. accessing the Web site by the second party;
- 4 b. transacting for the second marketable entity by the second party; and
- 5 c. issuing [[a]] the reward to the first party.

1 49. (Currently amended) The method according to claim [[44]] 46 further comprising the

2 steps of:

- 3 a. accessing the Web site by the second party;
- 4 b. offering a reward to the second party [[to]] in exchange for a recommendation for

- 5 ~~assist in recommending~~ recommending the second marketable entity to a third
6 party wherein the recommendation results in a transaction; and
7 c. issuing ~~[[a]]~~ the reward to select parties according to an algorithm ~~a preferred~~
8 ~~rewards limitation means.~~

1 50. (New) A system for marketing comprising:

- 2 a. means for accessing a database configured for storing data;
3 b. a computer operatively coupled to the database, the computer configured to provide
4 access to the Web;
5 c. means for offering a reward to a first party in exchange for a recommendation of a
6 marketable entity, the recommendation comprising a forwarding of a first e-mail message to a
7 second party, the first e-mail message comprising a personalized referral for the marketable
8 entity and a first set of data, the first set of data comprising a first serial number and a first URL
9 link to a first Web site having an offer to transact for the marketable entity;
10 d. means for correlating the first set of data in the first e-mail message to data within the
11 database, the data within the database comprising data relating to the reward offered to the first
12 party;
13 e. means for updating the database with an e-mail address of the second party provided
14 by the first party; and
15 f. means for forwarding the first e-mail message to the e-mail address of the second
16 party,
17 wherein the marketable entity is selected from a group consisting of goods and services.

1 51. (New) The system of claim 50, wherein the system further comprises:

- 2 g. means for accessing the first Web site by the second party according to the first URL

3 link of the first e-mail message;

4 h. means for transacting for the marketable entity by the second party; and

5 i. means for crediting the first party with the reward for the recommendation.